



WDAF-TV

ORDER

Print Date 10/19/12

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Flight Dates 10/17/12-10/22/12

Contract / Revision 583087 /

Original Date / Revision
10/19/12 10/19/12

Advertiser Akin/R/MO/US Senate

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015Product
MO-US SEN-TODD AKIN

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2906

Alt Order # 09842330

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ba

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 35120

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	8780
KCWE	%	0
KMBC	25%	8780
KMCI	%	0
KPXE	%	0
KSHB	25%	8780
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	16	\$7,463.00	\$8,780.00	0.00	10/01/12	10/22/12	16	\$7,463.00	\$8,780.00
Totals	16	\$7,463.00	\$8,780.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/17/12	10/19/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		Start Date	End Date	Weekdays	Spots/Week		Rate		Rating						
Week:		10/15/12	10/21/12	---TF--	2		\$375.00		0.00						
2	4	10/17/12	10/19/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		Start Date	End Date	Weekdays	Spots/Week		Rate		Rating						
Week:		10/15/12	10/21/12	---TF--	2		\$375.00		0.00						
3	4	10/17/12	10/19/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
		Start Date	End Date	Weekdays	Spots/Week		Rate		Rating						
Week:		10/15/12	10/21/12	---TF--	2		\$400.00		0.00						



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Contract / Revision 583087 Flight Dates 10/17/12-10/22/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	4	10/17/12	10/19/12	M-F 6-6p 630-6p	CM-All	630-6p (5:30 PM-6:00 PM)	---TF--	:30	2	\$400.00	3	0.00 NM	2	\$800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	2		\$400.00		0.00					
5	4	10/17/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	2	\$540.00	3	0.00 NM	2	\$1,080.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	2		\$540.00		0.00					
E 8	4	10/17/12	10/19/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---TF--	:30	3	\$800.00	3	0.00 NM	0	\$0.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	3		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	4	10/15/12-10/21/12		M-F 9-10p	9-930p		(9:00 PM-9:30 P---ThF----	:30		(\$800.00)		0.00 NM		
Credited														
2	4	10/15/12-10/21/12		M-F 9-10p	9-930p		(9:00 PM-9:30 P---ThF----	:30		(\$800.00)		0.00 NM		
Credited														
3	4	10/15/12-10/21/12		M-F 9-10p	9-930p		(9:00 PM-9:30 P---ThF----	:30		(\$800.00)		0.00 NM		
Credited														
E 9	4	10/22/12	10/22/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$800.00	3	0.00 NM	0	\$0.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----	1		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	4	10/22/12-10/28/12		M-F 9-10p	9-930p		(9:00 PM-9:30 PM-----	:30		(\$800.00)		0.00 NM		
Credited														
10	4	10/22/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$1,000.00	3	0.00 NM	1	\$1,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----	1		\$1,000.00		0.00					
11	4	10/18/12	10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---TF--	:30	1	\$400.00	3	0.00 NM	1	\$400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	1		\$400.00		0.00					
E 12	4	10/20/12	10/20/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$800.00	2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-	1		\$800.00		0.00					
E 13	4	10/20/12	10/20/12	College Home Team game College Home Team	CM-All	Various (6:30 PM-9:30 PM)	-----S-	:30	1	\$1,000.00	3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-	1		\$1,000.00		0.00					
E 14	4	10/21/12	10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$800.00	2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	1		\$800.00		0.00					



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Contract / Revision 583087 Flight Dates 10/17/12-10/22/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 15	4	10/22/12	10/22/12	M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
				M-F 1030-1102p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	M-----					1	\$600.00		0.00				
														Totals	16	\$8,780.00



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ORDER

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Flight Dates 10/17/12-10/22/12

Contract / Revision 583087 /

Original Date / Revision
10/18/12 10/18/12

Advertiser Akin/R/MO/US Senate

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015Product
MO-US SEN-TODD AKIN

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2906

Alt Order # 09842330

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ba

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 47920

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	11980
KCWE	%	0
KMBC	25%	11980
KMCI	%	0
KPXE	%	0
KSHB	25%	11980
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$10,183.00	\$11,980.00	0.00	10/01/12	10/22/12	20	\$10,183.00	\$11,980.00
Totals	20	\$10,183.00	\$11,980.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/17/12	10/19/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	2			\$375.00		0.00					
2	4	10/17/12	10/19/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	2			\$375.00		0.00					
3	4	10/17/12	10/19/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	2			\$400.00		0.00					



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Contract / Revision **583087** Flight Dates **10/17/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser **Akin/R/MO/US Senate**

Product **MO-US SEN-TODD AKIN**

Estimate # **2906**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
4	4	10/17/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	---TF--	2		\$400.00		0.00							
5	4	10/17/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	2	\$540.00	3	0.00	NM	2	\$1,080.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	---TF--	2		\$540.00		0.00							
8	4	10/17/12	10/19/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---TF--	:30	3	\$800.00	3	0.00	NM	3	\$2,400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	---TF--	3		\$800.00		0.00							
9	4	10/22/12	10/22/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$800.00		0.00							
10	4	10/22/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$1,000.00		0.00							
11	4	10/18/12	10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---TF--	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	---TF--	1		\$400.00		0.00							
12	4	10/20/12	10/20/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$800.00	2	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	-----S-	1		\$800.00		0.00							
E 13	4	10/20/12	10/20/12	College Home Team ga College Home Team	CM-All	Various (6:30 PM-9:30 PM)	-----S-	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	-----S-	1		\$1,000.00		0.00							
14	4	10/21/12	10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$800.00	2	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	-----S	1		\$800.00		0.00							
15	4	10/22/12	10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$600.00		0.00							
														Totals	20	\$11,980.00



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ORDER

Print Date 10/18/12

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Flight Dates 10/17/12-10/22/12

Contract / Revision 583087 /

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Advertiser Akin/R/MO/US Senate

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015Product
MO-US SEN-TODD AKIN

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2906

Alt Order # 09842330

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ba

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 47920

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	11980
KCWE	%	0
KMBC	25%	11980
KMCI	%	0
KPXE	%	0
KSHB	25%	11980
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$10,183.00	\$11,980.00	0.00	10/01/12	10/22/12	20	\$10,183.00	\$11,980.00
Totals	20	\$10,183.00	\$11,980.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/17/12	10/19/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	2			\$375.00		0.00					
2	4	10/17/12	10/19/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	2			\$375.00		0.00					
3	4	10/17/12	10/19/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	2			\$400.00		0.00					

